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EDITOR & PUBLISHER

Preprint Corp. Hires Its Chief Executive

William W. Fitzhugh Jr., a former college professor, Navy officer, labor arbitrator, folding box manufacturer, and management consultant, has been hired by the Newspaper Preprint Corporation to be its first president.

The new corporation was set up last month to function as a coordinating headquarters for preprinted Hi-Fi and Specta-Color advertising. (E&P, May 28.) Lynn Bitner, senior vice-president of the Gannett Company, is chairman of the 17-man board of directors who are essentially newspaper publishers.

One of several applicants considered by the board to lead the company, Fitzhugh was recommended for the job by Len S. Pinover, president of Intaglio Service Corporation, and chairman of the new company's technical committee. Both Pinover and Fitzhugh are ex-presidents of the Gravure Technical Association.

Dartmouth Graduate

Born in Brooklyn in 1914, Fitzhugh graduated, *summa cum laude*, from Dartmouth College with an AB degree in chemistry and mathematics. Subsequently, he attended Trinity College, Cambridge University, in England obtaining a BA degree in 1937 and his Masters in 1938 in European history. He was a Travelling Fellow in Europe of the Carnegie Endowment and with the League of Nations in 1938-39, returning to the United States to become instructor in Government at Columbia University for three years while completing studies for his Ph.D. in international relations and law.

When the war came, he entered the U.S. Navy as a reserve officer and served first with the Office of Navy Intelligence, then as gunnery officer and finally executive officer of a fleet destroyer.

At the end of the war, Fitzhugh went to Washington for a year where he was associated with the International Labor Office, the American University, and the Library of Congress, revising his Ph.D. thesis.

Except during the war years and when abroad, he was also associated with William W. Fitzhugh Inc., manufacturers of labels, folding and corrugated boxes, in various capacities which included production planning and labor relations.

denic work to become permanently associated with the Fitzhugh company. Responsible for production, finance, engineering and sales, he was instrumental in starting two new divisions. In 1959, the Fitzhugh Company merged with the New Haven Board & Carton Company and he was made executive vice-president. He was elected president in 1960.

Fitzhugh forged a relationship with the Albemarle Paper Manufacturing Company, but when Albemarle bought the Ethyl Corporation, it sold its stock interest in New Haven to Miami Paper Board Mills and Fitzhugh found himself in conflict with the new controlling interest and left the company in 1964.

In Paper Business

Fitzhugh went on to reorganize the Fitzhugh Company which is still active and functions as an investment and real estate organization. He recently formed with Gordon Dalsemer and Robert Catzen in Baltimore a consultant firm specializing in the paper and paperboard converting industries. He severed his interest when he took the job as president of Newspaper Preprint Corp.

Fitzhugh, who resides in Chappaqua, N. Y. in Westchester County in a 150 year old house, is married and the father of two girls (20 and 14) and two boys (21 and 15), all of whom are still in school.

He is a member of various professional societies, including the American Political Science Association and the Population Association of America.

Starts in September

The new company is scheduled to begin operations by September 1 when it acquires the assets of Preprint Corp., a company formed in 1958 by Intaglio Service Corp. In the interim, Preprint Corp. is continuing its services, under the direction of Nelson McMichael. He will be Fitzhugh's assistant. Several of the persons on the staff of Preprint Corp. are expected to stay on with the new company.

The company's statement will be filed with the Securities and Exchange Commission during the week of July 3. Upon approval, every publisher of a daily newspaper in the United States will be offered the oppor-



William W. Fitzhugh

stock at \$100. There are no underwriters involved.

The new company at the moment does not have an office address of its own, but Fitzhugh said he was in the process of finding space and that it was hoped an office could be set up in the same building or in close vicinity to the Bureau of Advertising, ANPA, at 485 Lexington Ave.

Elving N. Anderson, advertising director of the *Detroit Free Press*, has been added to the Plans Board of the corporation.